

# **HARAPAN DAN PERSEPSI PENGUNJUNG TERHADAP *MEAL EXPERIENCE* DI RESTORAN THE CONSULATE SURABAYA**

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## **ABSTRAK**

Penelitian ini dilakukan untuk menganalisa harapan dan persepsi konsumen terhadap *meal experience* dilihat dari *The Five Aspects Meal Model (FAMM)* di restoran The Consulate Surabaya. Serta melihat *gap* antara harapan dan persepsi konsumen terhadap *meal experience* di restoran The Consulate Surabaya. Teknik analisa yang digunakan adalah deskriptif kuantitatif. Hasil penelitian menunjukkan adanya *gap* yang negatif antara harapan dan persepsi konsumen restoran The Consulate Surabaya, yang berarti harapan konsumen lebih tinggi dari persepsi konsumen restoran The Consulate Surabaya dilihat dari *The Five Aspects Meal Model (FAMM)*.

Kata Kunci:

*Meal Experience, The Five Aspects Meal Model (FAMM), Harapan, Persepsi, Gap.*

## **ABSTRACT**

This study was conducted to analyze the expectations and perceptions of consumers towards meal experience views of The Five Aspects Meal Model (FAMM) at the Consulate restaurant Surabaya. As well as seeing the gap between the expectations and perceptions of consumers towards meal experience in The Consulate restaurant Surabaya. The analysis technique used is quantitative descriptive. The results showed the gap between the expectations and perception of consumers of The Consulate restaurant Surabaya. Overall the results obtained there are negative gap between the expectations and perceptions of consumers The Consulate restaurant Surabaya in the Five Aspects Meal Model (FAMM).

Keyword:

*Meal Experience, The Five Aspects Meal Model (FAMM), Expectation, Perception, Gap.*